

FIG. 1

100

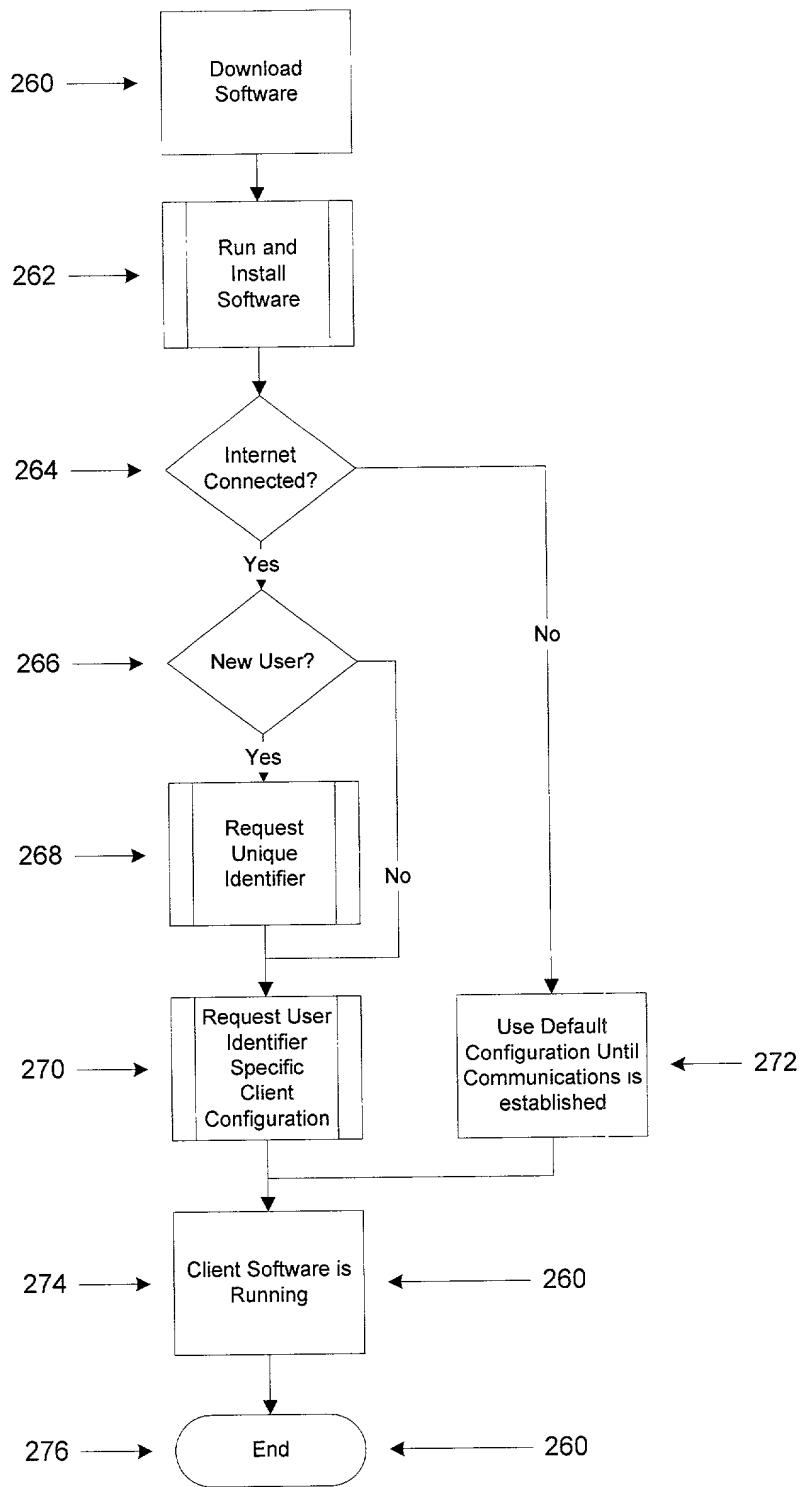


FIG. 2

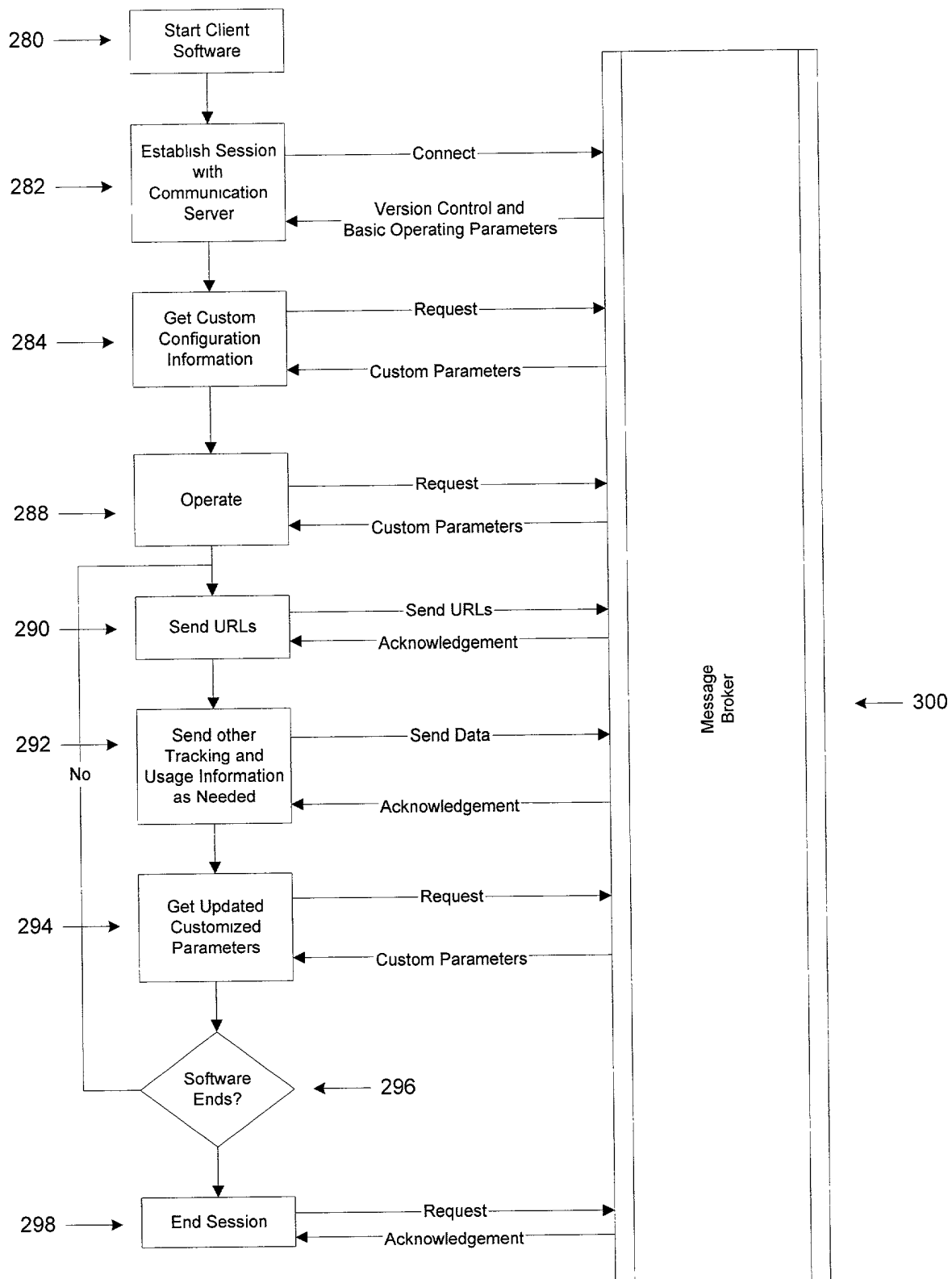


FIG. 3

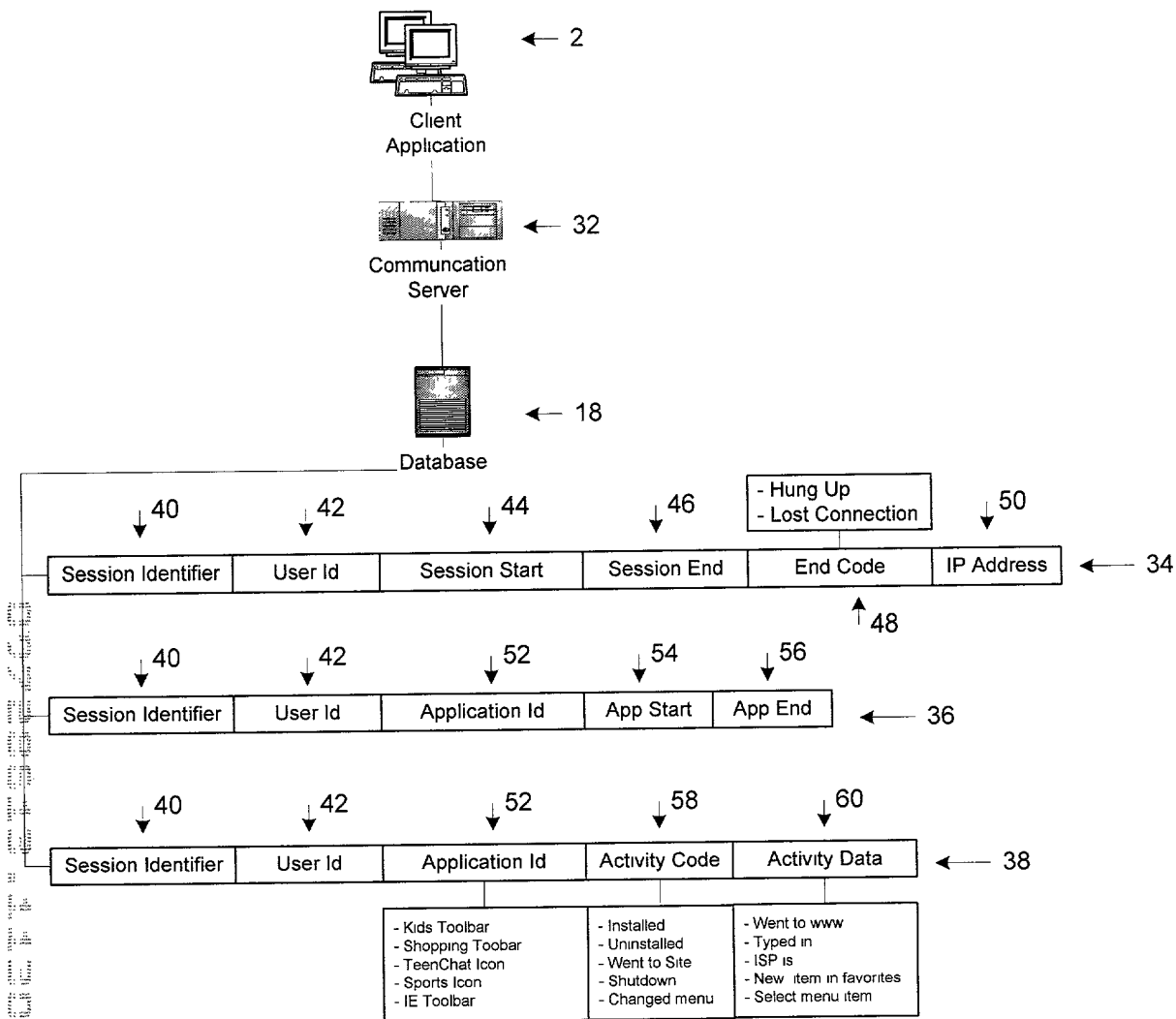


FIG. 4

	DATA POINT	DESCRIPTION
42 →	User Identifier	Unique identifier for the user. This is a 38-character field.
72 →	User Number	Internal number used for foreign key within the database system.
50 →	IP Address	Last IP address of user
74 →	Country Code	Country code of user based on last login
76 →	Last Login	Last login date

FIG. 5

	DATA POINT	DESCRIPTION
72 →	User Number	Internal number used for foreign key within the database system.
82 →	Application Identifier	Application that is in session with server.
50 →	IP Address	IP address used during session.
44 →	Session Start	Time and date of start of session.
46 →	Session End	Time and date of end of session.
40 →	Session Identifier	Unique session identifier.

FIG. 6

	DATA POINT	DESCRIPTION
82 →	Application Identifier	Unique identifier of the application.
84 →	Application Name	Text name to describe Application identifier such as <i>Shopping Toolbar</i> , <i>TeenChat</i> , etc.
86 →	Application Message Interval	Indicates the frequency at which a new message should be provide to the client from the message queue. Time in seconds.
88 →	Welcome Wait Interval	Indicates how long to wait before requesting the next display message from the message queue. Time in seconds.
90 →	Client Query Time Interval	How frequently the client should query the server for information. Time in seconds.
92 →	Application Version	Current version of the application.
94 →	Application Update URL	For auto-update – where to find the newest version of the application.

FIG. 7

	DATA POINT	DESCRIPTION
82 →	Application Identifier	Unique identifier of the application.
74 →	Country Code	Country code of message. A default will be used for countries not listed.
102 →	Navigation URL	URL to navigate

FIG. 8



	DATA POINT	DESCRIPTION
82 →	Application Identifier	Unique identifier of the application.
310 →	Behavior Type	Type of user, Finance, Sports, Style, etc. The behavior type of <i>Style1-Style1000</i> is reserved for the style of presentation.
312 →	Tag Name	Application specific information tag.
314 →	Value Name	Application specific value for tag.

FIG. 9

	DATA POINT	DESCRIPTION
72 →	User Number	Internal number used for foreign key within the database system.
112 →	User Behavior Type	Type of user, Finance, Sports, etc.
114 →	Weight	How the type weighs against other types.

FIG. 10

	DATA POINT	DESCRIPTION
72 →	User Number	Internal number used for foreign key within the database system.
40 →	Session Identifier	Unique Session Identifier.
320 →	Domain	Domain part of URL.
322 →	Page	Page part of URL within domain.
324 →	Page Type	Type of page (sports, finance, etc), if this can be determined.
326 →	Duration	Number of seconds spent on this page.

FIG. 11

	DATA POINT	DESCRIPTION
72 →	User Number	Internal number used for foreign key within the database system.
82 →	Application Identifier	Unique identifier of the application.
92 →	Application Version	Version of users' application. For informational purposes only.
122 →	Download Date	Date application was downloaded
124 →	Last Login	Last date user used this application
126 →	Last Message Id	The last message Id the client has displayed.

FIG. 12

	DATA POINT	DESCRIPTION
82 →	Application Identifier	Unique identifier of the application.
132 →	DayYear	Date representation of day of year and year
134 →	Event Code	Code for an application event such as POPUP, NAV, UNINSTALL, etc.
136 →	Count	Number of times event code occurred for a given day.

FIG. 13

	DATA POINT	DESCRIPTION
82 →	Application Identifier	Unique identifier of the application.
112 →	Behavior Type	Behavior Type to send this message. Users with this Behavior Type will receive this message. A Behavior Type of ALL will allow all users to receive this message.
152 →	Message Number	A system assigned sequential number. Messages are displayed in sequential order to the user.
154 →	Messages	Messages to be displayed in sequential order to the user.
74 →	Country Code	Country code of message. A default code will be used for countries not listed.
156 →	URL	Fully qualified URL
158 →	Browser Mode	The mode the browser window will be displayed. Either small dialog window or full browser.
160 →	Popup Mode	The method the browser window will be displayed. Either popup or pulse icon.
162 →	Browser Width	The width of the browser window.
164 →	Browser Height	The height of the browser window.

FIG. 14

DESCRIPTION		AVAILABILITY	
172 →	Time	Current time.	
42 →	User Identifier	Unique identifier assigned to each client. This is a thirty-eight-character value.	
174 →	User IP	IP address of the user.	
176 →	Activity	Text field to describe activity.	
		POPUP	A popup message was received
		CLICK	The Wink tray icon was clicked to bring up a dialog box (for icons that have dialog boxes).
		NAV	The user navigated to the site.
		SESSION	End-of-session record.
		UNINSTALL	The user uninstalled their software.
		HELP	User clicked on the HELP button.
		FIRSTTIME	This is first-time user that downloaded the software. Only users without a Wink Id send this message.
		FIRSTTIMEDL	Same as FIRSTTIME, but the user downloaded the software via the quick downloader.
		AGREE	Agreed to terms and conditions.
		DISAGREE	Disagreed with terms and conditions.
		REINSTALL	The user downloaded and installed the software over the existing installation. The software version are the same.
178 →	Activity Info1	Activity specific information.	
		POPUP	Document number.
		SESSION	Start time of session.
180 →	Activity Info2	Activity specific information.	
		POPUP	Document URL.
		SESSION	Duration of session in seconds.

FIG. 15

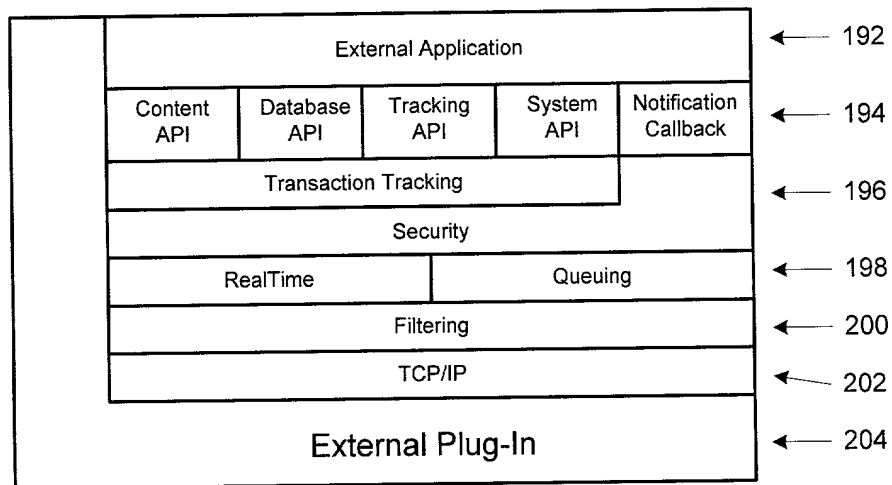


FIG. 16



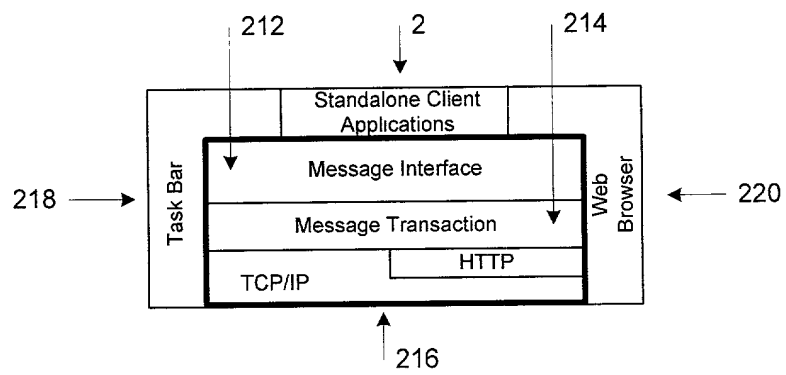


FIG. 17



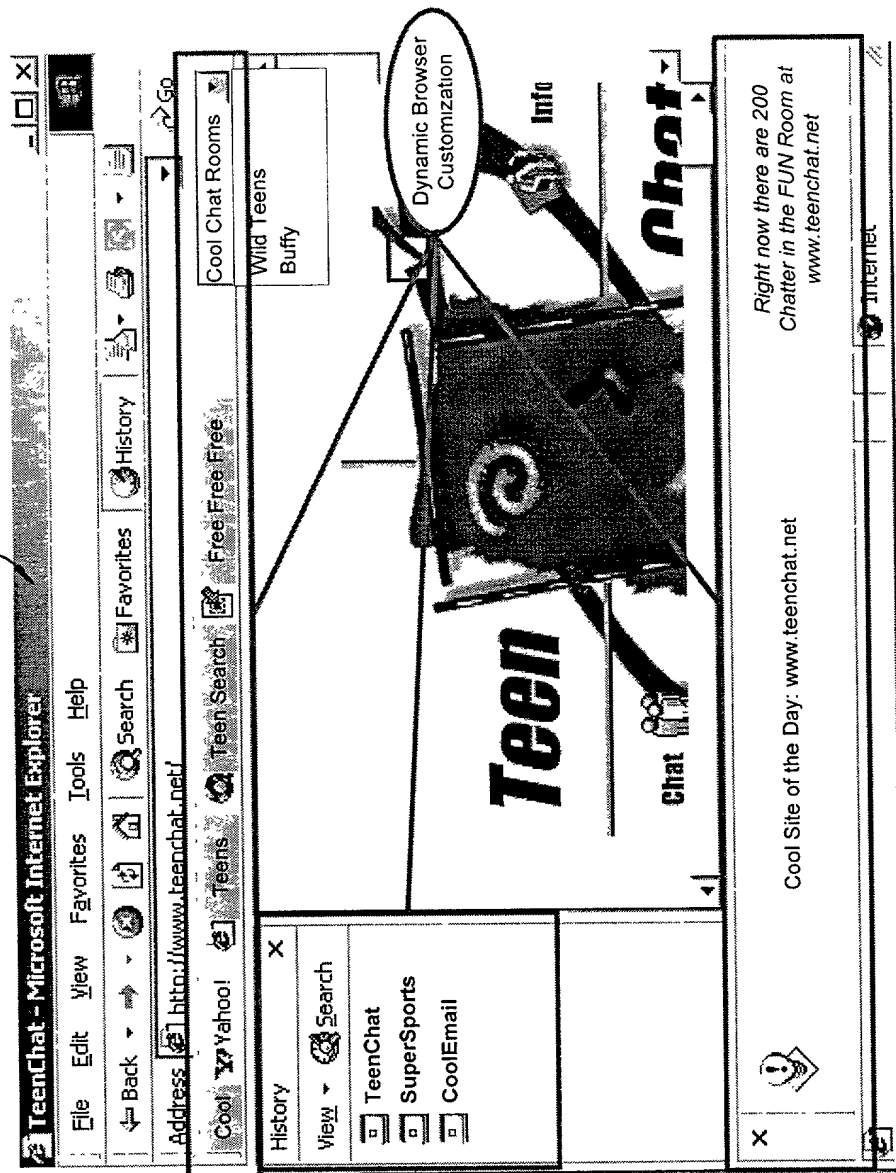
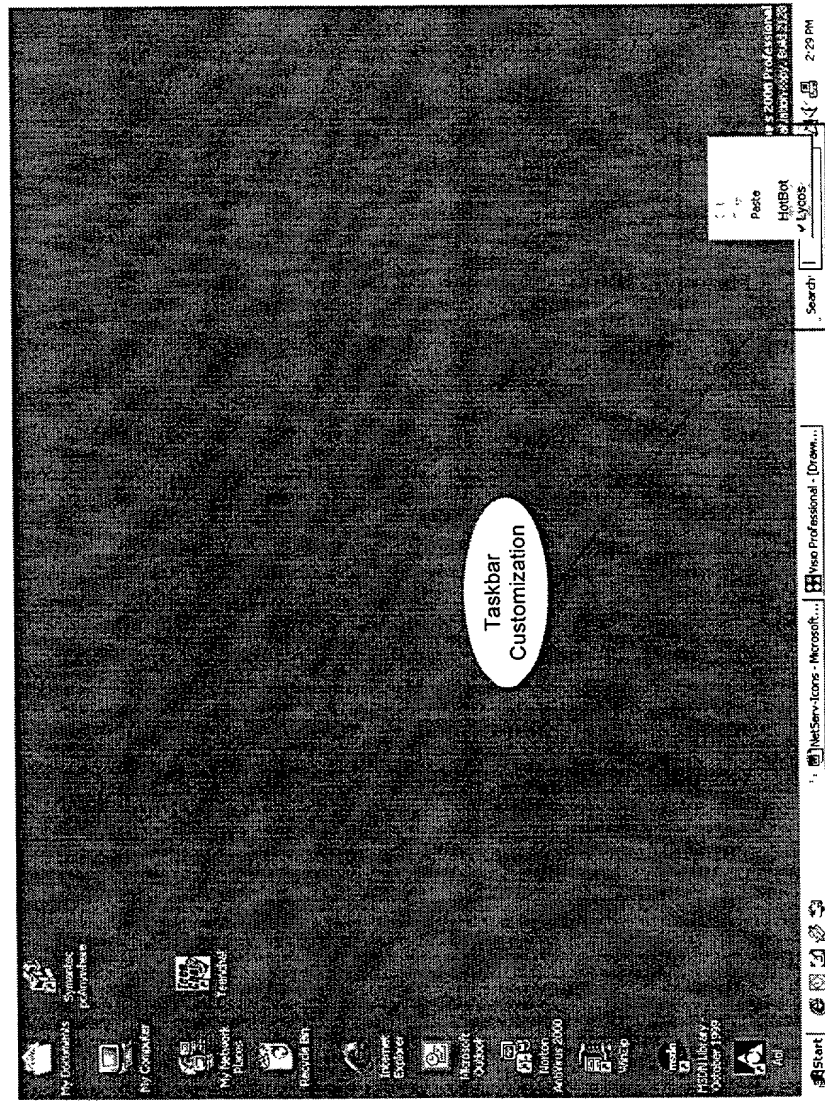


FIG. 19

FIG. 20 is a screenshot of a Windows XP desktop environment. The desktop background is a dark, textured gray. In the center of the desktop is a white oval containing the text "Taskbar Customization". The taskbar is located at the bottom of the screen and contains several icons: "My Documents", "My Computer", "My Network Places", "Recycle Bin", "Internet Explorer", "Microsoft Outlook", "Norton AntiVirus 2006", "VNC", "MSN Messenger", and "Start". The system tray on the right side of the taskbar shows the "Start" button, a clock displaying "2:29 PM", and a date "October 19, 2006". A context menu is open over the taskbar, showing options: "Search...", "Lyons...", "HotBot", "HotBot", "Paste", and "Copy". An arrow points from the label "254" to the taskbar area, and another arrow points from the label "252" to the context menu.



252

254

FIG. 20